

# greenlife

*your*

Published by Viva! the international campaigning group

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the world's first green  
energy company**

**LIVESTOCK – THE  
GREATEST THREAT  
TO THE PLANET**

**How one person can  
make a HUGE difference**

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## Welcome

WELCOME TO THIS SPECIAL ISSUE OF *Viva!Life* magazine. It is prompted by urgency as the great environmental catastrophes continue unabated across the globe with little more than lip service from the Government.

It sometime feels that there is little one person can do to make a difference but it simply isn't so.

There's an old saying that if you're not part of the, cure you're part of the problem and this issue of *Viva!Life – Green Your Life* – shows you just how big an impact you can make for the better.

There is a host of problems which, left unattended, could eventually render life difficult for the human race. The most immediate and most pressing, of course, is global warming but the loss of forests, loss of soil fertility and the inexorable spread of deserts, water and air pollution and the overuse of fresh water, acid rain and the spread of antibiotic-resistant superbugs could all render life difficult for us.

In fact they are already taking many lives, creating insecurity and homelessness for millions of the world's most impoverished people.

All these calamities have a common thread binding them together and it is one which Governments across the world refuse to acknowledge. It is the diet of rich affluent Westerners who have allowed meat and dairy to become the dominating factors in what they eat. The West's over-abundance of choice, its determination to include animal products at almost every meal and the role of multinational corporations in satisfying those demands is quite literally destroying the planet.

While we are overwhelmed with choice, others starve to death and there is a direct link between the two. So powerful is the link with eating meat and dairy that simply by changing your diet you make a direct and beneficial impact on virtually all the world's problems.

The most outrageous aspect of this global downwards spiral is that governments refuse even to acknowledge that diet is the primary player so the hope of an official response and a campaign to bring about genuine change is zero.

You don't have to wait for cynical and self-interested politicians to act – you can do it immediately, without anyone's say so and dramatically slash your impact on a world in crisis. This magazine shows you why you need to change and how. It is a blueprint for survival.

Yours for the animals

Juliet Gellatley

...Founder & Director.....

*Juliet*

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# Meeting

**Dale Vince is the daddy of the eco-energy movement, founding Britain's only true green power company, Ecotricity. He talks to the big mama of the vegan movement (!), Viva!'s founder Juliet Gellatley...**

THE CONCEPT OF GREEN ENERGY HAS BEEN around for a long time but it wasn't until Dale Vince founded Ecotricity that consumers were offered the genuine ability to buy it. That was 1995 and today Ecotricity supplies 35,000 UK customers and has invested over £50 million in building wind turbines.

So who is Dale with his OBE and green business awards by the bucketful and what inspired him to take this path? I met him at his Stroud HQ in a characterful building which mixes the quaint with the ultra modern. His office, unlike mine, is minimalist – to the degree where I thought it was a meeting room and asked

if I could continue to use it to talk to his marketing staff!

His past is refreshingly unconventional. He left school at 15 with nine O-levels but no desire to follow the usual route to jobs and money. He explains:

“I’ve been concerned about the sustainability of life since I was a kid and had a different set of beliefs to most people around me. I didn’t want the mortgage or career I felt were being forced down my throat by the system. I quit town and house to live in buses, trucks and benders. I was searching for an alternative way to live and was what the media would call a ‘new age traveller’.”

Dale spent some of this life as a peace campaigner, occupying the Molesworth air base in Cambridgeshire. And at one Glastonbury festival he rigged up a wind-powered telephone for fellow revellers! He continues:

“In the early 90’s I was living on a hill, in an old military vehicle I called home, using a small windmill to power the lights. That’s when I was inspired to ‘drop in’ and promote the use of large-scale wind energy. That was the start of this long journey.

“The idea for Ecotricity came about a few years later – getting a fair price for wind power so that more could be built. Green electricity just didn’t exist as a

# g of minds

choice back then. I built my first windmill in '96 after a five year battle with NIMBY's, bigots, planners, big power companies – you name it!"

Like Viva!, Ecotricity started off as a one person band on the back of a few quid, both launched around the same time and have moved from the fringes to mainstream(ish) in double quick time.

Another thing we have in common – I support his aims and Dale mine. Sadly, there are still people who call themselves environmentalists and green campaigners who aren't vegetarian or vegan. Thankfully, Dale has joined the dots together.

"In 1998 I was in Buenos Aires at the follow up to the Kyoto conference and I had dinner with several Greenpeace people. We'd been arguing all day in a friendly way about saving the environment and I assumed they were hardcore environmentalists. And then they stunned me when they all ordered big fat steaks at dinner, and rare at that...!"

"I went vegetarian when I left home and started to feed myself. Meat has always revolted me but I came from a family of meat eaters to whom my ideas were heresy. But the world has moved on massively and Viva! has played a big part in that – today vegetarianism is a pretty normal lifestyle choice. Give it another few years and vegan lifestyles will be, too.

"My reasons for not eating meat were always taste, cruelty and health – by which I mean it is revolting as a food and a concept; it involves the most absurd cruelty, an animal holocaust; and it's bad for human health. These ideas have found root but it's only recently that I've seen diet as an environmental issue. The enormous carbon footprint of meat and dairy diet and the incredible waste of resources involved – truly, you could feed at least 10 vegans for every meat eater in the world.

"And then there's fish. The

speed at which the seas are being hoovered clear of life is frightening. Three quarters of ocean ecosystems are collapsing and over 80 per cent of fish species are on the road to extinction. Much of what we take from the sea we feed to other animals! Has our world gone mad?

"Viva!'s environment campaign is so important – if you care about the planet you should be vegan. And it's not so hard to do"

I asked Dale what I am now asked all the time. If global warming reaches crisis

point and the world is shattered with extreme weather events, will our noble spirit fly or does he think it's going to bring out the worst in us?

"Probably bring out the worst! But if we can work together to act now, to spearhead change, we won't need to face that catastrophic point. Hopefully, we'll have time to create a better world and democracy as we currently know it won't do it. Governments are interested in short term gain and profits. I really do

Viva!'s environment campaign is so important – if you care about the planet you should be vegan. And it's not so hard to do

think democracy is a bit of a mockery. My interest is the next industrial revolution – how to live without burning up the planet?"

And that brings us on to our next topic – one which I'm secretly excited by. I'd given up on ever buying a sports car and am resigned to plodding along like Noddy in an eco car, beep beep (yes, only when I can't train it) but guess what's in the pipeline.

Dale enlightens: "Transport is one of the really big issues we have to face up to. How are we all going to get around post oil and post carbon? I think the answer is electric cars – cars charged using wind energy.

"We're building one right now – a car to smash the stereotype. An out and out sports car. Capable of 0 to 60 faster than a V12 Ferrari, able to top 100 mph for sure and do 150 miles on one 'tank'. All with zero emissions. Cake and eat it! Petrol head meets zero carbonista!

"We're making this car with current technology, throwing down the gauntlet to the big car companies. If we can do it why

continued on page 16







# WHAT WILL YOU BEQUEATH YOUR CHILDREN ?

The most important legacy of all is a healthy planet! Sadly, our kids are likely to inherit a world in crisis unless we act soon

A string of environmental catastrophes confront the planet. Oceans are being poisoned and raped, forests are being trashed and with them our biodiversity – plants and wild animals. Soil is degrading and deserts spreading, water and air are being polluted and fresh water is disappearing. It is vandalism on an industrial scale and each act threatens the sustainability of life.

All are pressing but the most immediate is global warming, which has the potential to make human life on Earth impossible.

One common thread binds these tragedies together. Diet! Meat and dairy livestock are at the heart of environmental collapse on land and overfishing is killing the oceans.

Governments are scared to confront the meat, dairy and fish industries, environmental organisations nibble around the edges and everyone is afraid of losing support by

recommending the one thing that can make an immediate difference. Change your diet!

Viva!s is not afraid to shout it out – give up meat, dairy and fish or we will not have a world worth inheriting by anyone.

If your children ever ask what you did to save the world, the best answer you can give them is: "I changed my diet!"

The need is urgent, the science overwhelming and the argument utterly compelling. Please add your voice to ours and join Viva! or make a donation to fund our work. It's a fight for life!

**Viva!**

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# Greening Britain!

## Viva!'s Veggie Month

Every September, our life-saving and planet-protecting message is taken to every corner of the UK. 'Go Veggie!' stalls are set up in High streets up and down the land, hundreds of thousands of leaflets are door-dropped and colourful displays put up in libraries and schools.

The result? We are inundated by people wanting to switch to a greener, healthier, cruelty-free diet. That's the kind of busy we like!

People everywhere demolish veggie myths by cooking delicious cruelty-free fare for their friends, family or workmates to try (every doubting carnivore is sure to crumble with one taste of our dairy-free chocolate torte!), and many raise money for Viva! so we can carry on our important work.

However, we couldn't do any of this without the people that matter – people like you! Getting involved in



Veggie Month – or any of our campaigns – is probably easier than you think. We are always being told that people want to change, but they don't know where to start. Whether holding a fun and informal stall in your local area, or spending just half

an hour distributing leaflets, it all helps. Every person who goes veggie or vegan because of you is great karma – a single leaflet can save thousands of animals and help cut our collective carbon footprint by a huge amount.

# Two Million Veg Pledge!

In Taiwan, one million people – including politicians – have pledged to go veggie for the planet. What a wonderful idea! Viva!'s whole reason for existing is to help people go veggie, as we know that's the best way to end the suffering of animals, protect our future and the planet, improve our health and help stop starvation in developing countries.

This is why Viva! is launching the Two Million Veg Pledge during Veggie Month and will continue until we hit our target. If two million people pledge to go veggie – or reaffirm their intention to stay veggie – Britain's annual carbon 'hoof' print would be slashed by an amazing 2.4 million tons. Not only that, in just one year, over 285 million animals would be saved!

Even if you're already veggie or vegan, please sign the pledge – and encourage everyone you know to do so. The future has to be green – the future has to be veggie – for all our sakes.

You can sign the pledge at [www.greenyourlife.org.uk](http://www.greenyourlife.org.uk) and find out how to send an invitation to sign the pledge to everyone you know. Alternatively, contact us for your pledge sheet to sign and collect signatures on. Ring us on 0117 944 1000 or order your pledge sheet from the website.

## Get involved!

Find out more about Viva!'s Veggie Month and how to get involved at [www.viva.org.uk/veggieonth](http://www.viva.org.uk/veggieonth) or phone us on 0117 944 1000

Viva! needs caring people like you all year round, too! To find out how you can make a difference for animals and the planet – no matter how much or how little spare time you have – visit [www.viva.org.uk/campaigner](http://www.viva.org.uk/campaigner) or ring us for a 'Get Active' sheet.



# One person CAN *ma*

**There's an old saying – 'If you're not part of the solution, you're part of the problem'. Here's how you can make a whacking contribution to saving the planet.**

ROWS OF BROWN FOOD BINS, STUFFED WITH leftovers from from last night's dinner, fashionistas flip-flopping their way to the shops sporting the latest 'I'm not a plastic bag' T-shirt, bedraggled office worker cycling to work in his hi-vis jacket and trouser clips...

Across the country, millions of people are taking steps to 'go greener' as the headlines scream natural disaster, food shortage, global warming. The seed has been planted that human activity has to change before we have no world left to live in.

But can one person going green really make a difference? If I stopped my recycling regime and relapsed into stuffing food, tin and glass into my refuse bags, would it matter in the long run? Can one person really cut their own carbon emissions enough to make a difference to the planet's future? The answer is yes.

Let's begin with food; it's our life source but our choices can help to reduce our carbon footprint. If you eat meat and dairy products, whatever their disguise, you can take credit for producing 1.2 tonnes more global warming gases each year than if you were a vegan.

Vegans eat no animal products – red or white meats, fish or other water creatures, eggs, dairy or insect products such as honey and cochineal. By so doing they cut out 1144 kg annually of bad gases from farmed animals farting and belching out methane, from manure laced with nitrates and from cruel, energy-greedy production systems.

Viva! has found that going vegan for a year is 20 per cent more effective in reducing global warming emissions than taking all the five 'green' steps below. Do both, of course, and you're really making a difference – recycle, don't use a tumble dryer, drive sensibly, take showers instead of baths and use low energy light bulbs. This saves 960kg of gas per year from being produced.

Thanks to cheap airlines, many of us now fly more frequently than we used to but it hasn't done the planet any favours!





# make a difference

Average emissions from a long haul trip are equivalent to 1.2 tonnes of CO<sub>2</sub> per person. So cutting back on flying is another massive step you can take.

Tap into any carbon footprint calculator and you will find that driving a car is another damaging thing we do. Saying goodbye to your gas guzzler and buying a

with a microwave or pressure cooker. Other measures include washing clothes at 30°C and avoid the worst of all electrical appliances – the tumble dryer. Using it for just one hour less a week could cut annual emissions by 0.07 tonnes.

The next time a light bulb goes pop in your house, instead of cursing, welcome

caparatively tiny, they have already invested £25 million in new wind energy (see page 2 to find out more). Switch to them now and Viva! will receive a £15 donation. We need to wake up and accept that the wind turbine as beautiful and essential!

There's no doubt that cooking with organic veg is tastier but it is also better for the planet. Producers use less fossil fuels, no synthetic chemicals obtained from oil and help the soil to store CO<sub>2</sub> instead of releasing it into the atmosphere.

Watch the carbon drop off your scales when you get your hands dirty and brave the world of home-grown veg. Or buy local, non-processed and non-packaged food. A vegan taking these steps can reduce their carbon footprint by 1.9 tonnes a year!

See page 26 for more information.

If you really want to make a difference then get serious about recycling and make it a part of your weekly routine. All glass, paper, card, metal cans and food waste can be spared from landfill. Supermarkets often have recycling bins, including for Tetra packs and some plastic. All this can end up

leaving much less waste for the dustman – reducing it by just half a large bag a week saves 473kg of CO<sub>2</sub> per year.

And now the plastic bag – a thin, square emulation of the devil with handles – unnecessary, wasteful and causes massive environmental damage from their production, transport and disposal. Wildlife such as sea birds and turtles are suffering dreadfully because of them and yet it's so easy to change. Stop using them! Why not order one of Viva!'s great new organic cotton eco bags (see page 25 for more details) from the Viva! shop at [www.viva.org.uk](http://www.viva.org.uk).

It still comes back to the inescapable fact that the single most important step you can take to reduce global warming is go vegan. Check out how with our illustrations on page 27 and order a free Go Veggie Pack now by emailing [info@viva.org.uk](mailto:info@viva.org.uk) or visiting [www.greenyoulife.org.uk](http://www.greenyoulife.org.uk).

**Helen Rossiter. With thanks to Fred Pearce writing in the New Scientist and [www.clifgreennotes.com](http://www.clifgreennotes.com)**

if you eat meat and dairy products you can take credit for producing 1.2 tonnes more global warming gases each year than if you were a vegan

hybrid vehicle would save a fortune on petrol, drastically reduce your CO<sub>2</sub> emissions and cut our dependency on oil. Buying a smaller, more efficient diesel car and turning off the air conditioning would also have a positive effect. Driving sensibly at the most fuel efficient speeds will enable some drivers to cut damaging gases by 0.2 tonnes a year.

Although taking the bus can give you smaller 'carbon feet,' switching to two wheels and getting a bicycle, puts you in the fast lane for the ultimate green transport. For every mile you ride a bike instead of driving, you save 0.43kg of CO<sub>2</sub>.

Having sorted out your fridge contents, what other changes can you make in the home? The average UK house uses 20,000 kilowatt-hours of power a year, generate around five tonnes in emissions. Lowering your thermostat two degrees in the winter, cut your bill and save six per cent of CO<sub>2</sub> emissions.

Replace an inefficient old boiler with a condensing model, improve insulation or install a wood-burning stove, which can cut emissions by two tonnes of CO<sub>2</sub> per year. Cut emissions further by taking showers instead of baths and by cooking



the opportunity to replace it with a compact fluorescent light bulb (CFL), which uses two-thirds less energy than a standard bulb, generates 70 per cent less heat and last up to 10 times longer. You can save yet more emissions by not leaving TV or digital boxes on standby and by unplugging mobile phone chargers and other electrical items.

Another great thing to do is switch to a green energy supplier such as Ecotricity. Since 1995, the company have been dedicated to changing the way electricity is made. Unlike other companies, Ecotricity invests profits solely in clean forms of power – mainly wind. Although young and



# New!



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# Dare you take *the challenge?*

If you've campaigned against climate change, joined an environmental group and are greening your life – here's a challenge you can't refuse. It is probably the single most important step you can take to help the world. Kim Donovan took it!

PARADING IN THE COLD AND RAIN AT LAST year's Climate March showed a concerned commitment towards helping our suffering planet for thousands of people.

But those who believe themselves to be 'green' but who continue to eat meat and dairy, effectively signs their names along the dotted line of global collapse. They find the fact a a hard pill to swallow.

After holding a banner high through the streets of London, it was an awakening that could not be ignored by Kim Donovan from Burnley. Action had to be taken! So Viva! challenged her to put her mouth where her money is and go vegan for the sake of the environment.

"Taking part in the march made me aware of issues that I previously had no idea about – particularly how dairy production as well as meat is terrible for the planet. It made me think seriously about not drinking milk any more. I simply didn't know that turning vegan can really make a difference", Kim says.

The challenge began with an inspection of her fridge contents and taking the first steps in learning just how animal products lurk in so many unsuspecting packages. Numerous things quickly found their way to the compost bin.

Making the leap from being an occasional meat eater who was fond of cheese, to vegan, was a bit of a shock but the journey had begun. Kim explains:

"At first I found it hard to give up cheese but I discovered Garlic and Herb Toffuti (vegan cream 'cheese'), which I love – creamy smooth! I found I started to cook a lot more at home, concentrating on a few set dishes to start with that I

knew how to make. Finding time to cook made a real difference. The quickest and easiest dish was rice noodles with plum sauce, cashew nuts, raisins, courgettes and peppers. I was never really a big meat fan but I now love mock meats – vegan sausages in particular. You can barely taste the difference."

Becoming vegan is like anything else you learn – the more you do it, the more time that passes, the better you get at it, and the more you enjoy it. You learn exactly where to head for in a shop and what to look out for. You soon develop a list of favourites.

Kim, 22, told Green your Life: "My favourite foods are Tofutti with Rivita, mushroom, pine nut and spinach risotto and vegan 'cheese' cake, which a friend recently made for me, it was fabulous. Even eating out is getting easier, I have found there is usually plenty to choose from in Indian and Chinese restaurants.

"Becoming vegan has not been as hard as I thought it would be. The more that people around you accept it, the easier it becomes and the longer you do it, the more you know where you can go and what you can eat. Lots of cafes on the high street now do some vegan food,

such as falafel wraps, vegan brownies, imaginative salads and soya milk."

As well as enjoying cutting her carbon footprint, Kim, who suffers from a Hiatus Hernia, is also feeling the health benefits of having a plant-based plate.

"The hernia would make me feel quite sick and my doctor said I should look at what I was eating. He never mentioned going veggie or vegan, though! Now I eat a lot more vegetables and have become much more curious about what I eat and am getting goodness out of food. It has made my condition so much better and I feel healthier in myself."

After watching Leonardo DiCaprio's eco documentary, The 11th Hour, and following mass disasters across the world, Kim is firmly convinced that she has made the right choice:

"For someone who doesn't drive, it was hard to find something major I could do to help stop global warming. But now as a vegan, no matter what happens, I know I am doing something which can make a significant difference."



Think you can follow in Kim's footsteps? Feel inspired to take on the Green Vegan Challenge? For more great advice, tips, and information, visit [www.viva.org.uk](http://www.viva.org.uk) or call 0117 944 1000 to request a FREE go vegan pack.

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# Vandalism Incorporated

The planet's vital ecosystems of forests and soil are being trashed by the meat and dairy industries without a second thought

IT IS HARD TO IMAGINE ANYWHERE MORE awe-inspiring than rain forests. They are world's in perfect balance and harmony. Every leaf, twig, branch or tree that falls; every animal or insect that dies; every fruit, seed, or prey that is eaten: every squirt of urine or dollop of excreta eventually finishes up on the forest floor. Here it decays and crumbles to join the existing litter and from where any nutrients it contains are reabsorbed by trees and shrubs to spur new growth or are the lifeblood of a myriad of insects.

So perfect is this natural recycling that the top soil on the forest floor is remarkably lacking in depth – there is no need for it.

It is impossible to quantify how many different plants and animals, insects and mosses inhabit these places but they are so lush and productive that they provide a home for 60 per cent of the world's different species – its biodiversity.

Every layer of the forest – the floor, the large shrubs and smaller tress and the towering canopy, provide a different habitat for different species whose interdependency has evolved over millions of years.

And what is humankind doing with these wondrous places? Destroying them at an unimaginable pace for animal farming and the short-term, economic advantage of a handful of landowners and multinational corporations.

The large tress are logged, the scrub and shrubs burned and the thin forest soil sown with grass on which hamburger cattle are turned out to graze. When their hooves destroy the soil's structure, more trees are chopped down and they are moved elsewhere. The soil is saturated with fertilisers and pesticides to grow fodder – soya in particular – for the

world's other farmed animals.

Eventually that too fails and the land becomes barren and lifeless. Gone are the jaguars and the panthers, the howler monkeys and the sloths, the birds of paradise and the flamboyant macaws. Gone is almost everything.

Just one hamburger can result in the eradication of one large tree, 50 saplings, seeds from 20 or 30 different species and hundreds of species of insects, mosses,

funghi and micro-organisms.

The outcome is that species are disappearing 100 to 1000 times faster than they should, judging by fossil records. One-third of all amphibians, a fifth of mammals and one in eight birds are now facing extinction.

Deforestation is another of humankind's bequests and the outcome will not be to our benefit. Valuable sources of sustainable timber, food, clothing and potential medicines are being eliminated and the essential processes of recycling nutrients, pollination, seed dispersal, climate control and purification of air and water are being trashed without a second thought.

Loss of forests and loss of biodiversity are one and the same thing. The primary cause is cattle ranching and growing soya for fodder and the scale is breath taking. During the 1980s, an area 40 times the size of Belgium was torn down each year

(15 million hectares). By 2005 it had slowed to half that figure – a mere 20 Belguims! In the year to 2004, Brazil can claim one Belgium of cleared Amazon forest all to itself and it's still chopping. As elsewhere, all its cleared rainforest is used for one purpose – farmed animals. Seventy per cent is grazed and the other 30 per cent grows soya fodder. Europe imports 18 million tons of the stuff every year and so every chicken nugget, burger,

every chicken nugget, burger, bacon rasher or turkey twizzler can claim a direct hand in rain forest destruction

bacon rasher or turkey twizzler can claim a direct hand in rain forest destruction.

But it isn't just ex-rainforest land that is inexorably turning to desert. Topsoil across the world is under attack from hard hooves and over grazing and is degrading or disappearing. The denaturing continues on arable land, too, with the use of excessive pesticides and fertilisers in an attempt to artificially boost the productivity of fodder crops.

Forty per cent of all agricultural land has been degraded in the last century but in some regions the situation is even more dire. In the drier regions – the arid and semi arid lands which girdle one third of the world – the figure is as high as 73 per cent. In other words – one third of the worlds land surface is remorselessly turning to desert.

There are so many reasons to change your diet but this is one of the biggest.  
Tony Wardle

MOST BRITISH PEOPLE DON'T BELIEVE THAT climate change is man made, a recent poll established. Shame, really, considering that global warming left unchecked will almost certainly devastate the globe and has the potential to wipe us out as a species.

One thing there is no argument about is that the world is warmed by an insulating blanket of atmospheric gasses that keep the temperature 33°C warmer than it would be without that blanket – in fact, without it the world would be uninhabitable.

This insulating gas layer is becoming thicker so less heat is escaping from the atmosphere and the planet is starting to warm – and the change is comparatively sudden and dramatic. The cause is human activity such as power generation, transport, farming and so on, all of which produce copious amounts of warming gases such as carbon dioxide (CO<sub>2</sub>), methane and nitrous oxide.

Oh no, it's not humans that are responsible, says the counter argument, and if global warming exists at all it is minimal and entirely natural.

The same survey that found most people doubted human responsibility for the problem also believed that many scientists shared their beliefs. Again they were wrong. In the whole history of science there has never been such an overwhelming consensus of opinion – climate change is real, is accelerating and without urgent and immediate action is likely to devastate the planet. It is supported by almost every serious scientific organisation there is.

In fact, 2,500 concerned scientists came together to form the Nobel prize-winning Intergovernmental Panel on Climate Change (IPCC). Sharing the Nobel prize with the IPCC was former US vice president Al Gore, whose film, *An Inconvenient Truth*, pointed out that there

# Save the ... with your k

**Livestock for meat and dairy are the second biggest cause of global warming but receive barely a mention from Government – a cynical betrayal considering the urgency of the problem**

have been nearly 1000 published scientific papers showing that human's are responsible for global warming while not a single paper has been published to show that it is from natural causes.

The US media has ignored the scientific consensus with 68 per cent of stories pushing the idea that global warming is a natural phenomenon, with only 32 per cent sticking to the science and blaming humans. It's not that different in the UK but then nearly all media depend upon huge amounts advertising to fund unbridled consumption. No wonder people are confused.

Much of the opposition to global warming is organised by the US Nongovernmental International Panel on Climate Change (NIPCC) but if you look closely at its affiliated organisations you

find not science but politics – Cato Institute, Hudson Institute, Heartland Institute, Free Market Foundation and the Locke Foundation.

They all have links with each other, all support an ultra conservative, free-market philosophy, have associations with the Republican party and some with Bush's discredited 'neo con' cabal. Funders include Philip Morris tobacco and, of course, the oil company Exxon Mobil, whose hand can be found doling out cash throughout the denial industry.

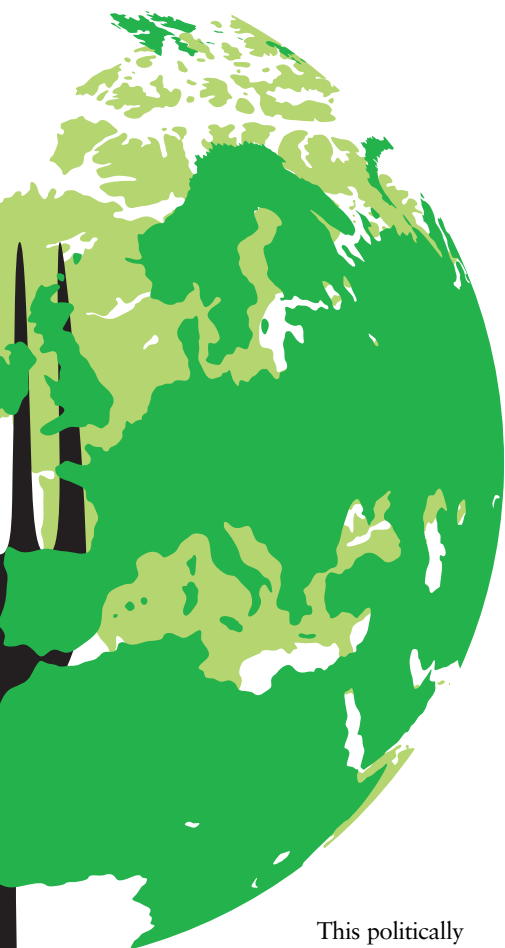
To accept that climate change is real means accepting that over consumption is gobbling up the world's diminishing resources in an orgy of greed. It also means accepting the only solution that will work – an end to the philosophy of constant growth and free markets.





# e World...

## nife and fork!



This politically motivated agenda is closely matched in the UK by some newspapers, the *Daily Mail* in particular. Even the BBC adopts an even-handed approach on global arming, providing equal space for denial and therefore giving the impression that scientific opinion is equally divided – which it isn't.

The sources of greenhouse gases are now well documented and the most widespread is carbon dioxide (CO<sub>2</sub>). The second most damaging is methane, 21 times more damaging than CO<sub>2</sub> and which remains in the atmosphere for up to 15 years. Nitrous oxide is the third culprit, has 296 times more global warming potential than CO<sub>2</sub> and retains its effect for 114 years.

In 2006, the United Nations Food & Agriculture Organisation (UN FAO) spelt

out the role that quantified it in a breath-taking report called *Livestock's Long Shadow*. They didn't pull their punches:

"Livestock's contribution to environmental problems is on a massive scale.... The impact is so significant that it needs to be addressed with urgency."

It then set out the detail, backed by more than 600 scientific references. As far as global warming is concerned, livestock are the second biggest cause, producing 18 per cent of all greenhouse gases. Compare this with the 13.5 per cent from the world's different forms of transport – trains, boats, planes and cars. According to the UN, aircraft on their own contribute just three per cent.

A vegan driving a wallop great four-trak is less damaging to the world than a meat eater riding a bike!

With animals, CO<sub>2</sub> is only part of the problem and comes from farm equipment, heating, ventilation, processing equipment and burning felled forests. Vast amounts of methane are produced by the digestive processes of ruminants such as cows, sheep and goats. Animal manure, along with nitrogen-based fertilisers used to grow fodder, produce nitrous oxide.

Across the globe, cattle are the animals of choice, essential to supply the insatiable hamburger demand that has overtaken the world. However hard multination burger chains try to present themselves as greener than grass, the damage their product has caused – and is still causing – is profound.

And before you decide to switch to eating a different animal, all are highly damaging, it's just a question of degree.

Seventy per cent of cleared Amazon rainforest land is now used for grazing cattle; most of the remaining 30 per cent is used to grow soya as fodder. It is the high-protein animal feed of choice and Europe imports a staggering 18 million tons of the stuff every year. It follows that every chicken nugget, burger, bacon rasher, pork chop or turkey twizzler that's scoffed plays a part in this rape of the forests and spurs on global warming.

Rain forest soil is shallow and thin and

animal agriculture quickly turns it to dust. Livestock farmers simply move on and more trees are felled. The richest habitat on earth made lifeless for profit (see page 13).

How can a few animals have such a devastating effect on the globe? Because there's a lot more than 'a few' – in fact about 55 billion are currently slaughtered each year and the number is increasing rapidly – although not in the UK where meat consumption has started to fall. Viva! can take some of the credit for this long-needed development.

We live in an age obsessed with efficiency but not where animal agriculture is concerned. Livestock demand 70 per cent of all the world's agricultural land simply because they are so incredibly inefficient. It takes 17 kg of good-quality vegetable protein to produce just one kg of beef protein and to a lesser degree it is the same with all other farmed animals.

Deforestation and desertification are bad enough in their own right but forests and soil constitute two massive carbon sinks that absorb CO<sub>2</sub> and hold it captive. These carbon sinks are being destroyed by livestock producers and so the Earth is becoming steadily less able to soak up carbon. This makes livestock's contribution much greater than its 18 per cent headline figure.

Does it matter? You bet it does! The phenomenon that's increasingly concerning climate scientists is 'positive feedback'. The more the planet warms, the more methane that's released from defrosting tundras and even from the seabed of the Arctic ocean – potentially billions of tons of it. Its release causes more warming which triggers more releases and so on and so on in an endless spiral.

This is why action is so urgent. Scientific models which predict what's going to happen appear to be highly accurate except for one detail – the timescale. Phenomena that were not anticipated to start until the next century are already starting to rear their ugly heads.

And, sadly, it doesn't end there. Other developing environmental tragedies we can blame on livestock producers are, according to the UN, water and air pollution, the massive overuse of fresh water, antibiotic-resistant superbugs and pesticide pollution.

Viva!'s HOT campaign is leading the way in exposing the damage that eating animal products is doing to the planet. Our 50-page report, *Diet of Disaster*, can be read on line ([www.viva.org.uk/hot/dietofdisaster](http://www.viva.org.uk/hot/dietofdisaster)) or bought from Viva! for £3.50 (see page 17).

the hell can't you? They aren't doing nearly enough. They bleat about needing decades and billions of pounds to perfect fuel cell technology – and with that comes the need for big new infrastructure – hydrogen infrastructure – that'll take decades too. I think they're hooked on burning things, hooked on the internal combustion engine – it's what they know, what they've built their business around and they don't want to move to cars without engines.

“Modern batteries can be charged in 20 minutes or so if you have a three



## Fossil fuels and animal consumption are the two biggest causes of global warming

phase supply – and guess what every petrol station in the UK has? So the infrastructure for electric cars is already in place. Picture a world where you pull into a garage, plug into one of a row of charging posts, go and have a coffee, take 20 minutes off and drive out with a ‘full tank’. More than possible. Much more than.”

Ecotricity are clearly green energy pioneers. What surprised me is the amount they spend on renewable energy sources compared to their competitors – more per customer each year than all the other UK electricity companies put together – by a long way.

And yet energy companies are always boasting of greening up. How do you

know if it's just marketing and hype? Dale's been asked that one before!:

“Just look at how much each electricity company spends building new sources of green electricity each year. We call it ‘New Energy’ – the only electricity that does anything to reduce CO<sub>2</sub> emissions and our dependence on fossil fuels, the stuff that gets built today and tomorrow. If you're not building you're not achieving anything green at all.

“Some energy companies are bigger than others of course so to get meaningful comparisons you need to see how much is spent per customer.”

I looked at [www.whichgreen.org](http://www.whichgreen.org), which shows the spend per customer. The results are staggering, enough to make your hair

stand on end! In 2007 Ecotricity spent £555 per customer, compared to a measly £17.28 by Powergen, £3.89 by Npower and £2.63 by Scottish Power! Let the big boys wriggle out of that one.

I'm proud to be in partnership with Ecotricity. The world is choking to death and desperately needs all of us to take responsibility for our actions. The solutions are staring us in the face. Fossil fuels and animal consumption are the two biggest causes of global warming – Viva! and Ecotricity are a force who's time has come.

**It's fast and easy to switch to Ecotricity, (they promise to match the standard price of your regional supplier) – and Ecotricity will donate £15 to Viva! Go to [www.ecotricity.com/viva](http://www.ecotricity.com/viva) or call 0800 0326 100. Please mention Viva! when you do. Thank you!**





# Hot! Hot! Hot!

## Viva!'s Hot! campaign thrusts climate change into the headlines

THE FARMED ANIMALS WHO ARE KILLED TO produce the world's meat and dairy are destroying the planet at a terrifying rate. The science has been around for a couple of decades but ignored.

When the United Nations Food & Agriculture Organisation (UN FAO) produced its massive, 400-page report, *Livestock's Long Shadow*, in 2006 and spelt out in minute detail the devastation caused by farmed animals, it should have produced a national debate and a change in agricultural priorities. It was almost completely ignored.

Incensed, Viva! Press released the UN FAO's report again and added our own comments. It was reported in just three titles – two of them agricultural newspapers.

And so we produced our own report, *Diet of Disaster*, which widened out the issues to include the oceans, fish farming, novel diseases such as bird flu, development issues and human health. We also drew the obvious conclusions that the UN FAO, as the representatives of global livestock farmers, were terrified to make – that people had to drastically slash the

amount of meat and dairy they eat. Better still, they could take a moral stance and go vegetarian or vegan.

In November 2007, we went public by launching our HOT! campaign in London's Hyde Park, with Heather Mills highlighting the fact that livestock are the second biggest cause of greenhouse gases – more than all the world's different forms of transport combined. It was covered by every newspaper, TV station and many radio stations in the UK, in the US, Australia and throughout the English-speaking world.

Some of the reporting was crass but much of it was sound. Suddenly, livestock as the major threat to the planet was on the agenda and has continued to dominate the media. Viva! claims some of the credit for having thrust this important issue in front of the public. And as meat consumption in the UK is now falling for the first time since records began shows that perhaps they're responding!

And we're continuing to do push the message, touring the country giving talks, sending our report to environmental



And you thought veggies were gassy! A meat eater is responsible for 197 balloons worth of greenhouse gases daily compared to a vegan's one

organisations, media and politicians and continually pumping out information to the media.

We are gaining excellent local media coverage with our 'balloon tour' – showing photographically how a meat eaters are so much more gassy than vegans when it comes to global warming (see picture xxxx). With your support, we'll continue to help save the world.

Tony Wardle

Viva!'s 50-page environment report, available for £3.50 (inc p&p). Tel: 0117 944 1000



One of the ads which helped to launch Viva!'s HOT! campaign in 2007



# 100% VEGAN

# Sheese®

## 100% DAIRY FREE

CARE FOR ANIMALS ~ CARE FOR YOUR HEALTH



For lots of delicious recipes go to [www.buteisland.com](http://www.buteisland.com) & check out the recipe page

One of the most common reasons for not giving up dairy produce is that there is no acceptable dairy-free alternative to cheese. Well, not any more! Bute Island Foods now offers 9 delicious flavours of hard Sheese and 5 wonderfully soft and totally creamy, spreadable Creamy Sheese. So, you don't have to miss out on any of your old favourites, but you can give lactose and gluten a miss, and rest assured that no animals have suffered to satisfy your taste buds.

Bute Island Foods is a company of like minded people who are dedicated to providing others like themselves, who do not eat animal, egg or dairy products for ethical or allergy reasons, with real non-animal alternatives.

Available from your local **HEALTH FOOD** shop & selected **SAINSBURY'S** stores



All products are: Egg & Dairy-Free ~ Lactose-Free ~ Gluten-Free ~ Free from Hydrogenated Fat

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PAREVE





# Crisis... what crisis?

## The growing devastation caused by overfishing shows no signs of being remedied as politicians put the telescope to their blind eye

THE ADDICTION TO ANIMAL PROTEIN THAT is wreaking havoc on Earth is being matched by the devastation of our oceans from overfishing for yet another source of protein. Humankind's mismanagement of the seven seas is a lesson in stupidity, greed and disregard for the natural world despite fishing being one of the most 'scientifically' monitored and managed of all human activities.

Canada is a classic example. In the 1960s, 800,000 tons (imperial) of cod were dragged from the sea annually off Newfoundland. By 1975 only 300,000 tons could be found and by the 1980 this had reduced to 250,000 tons. Scientists insisted this was a sustainable catch and the fishing continued.

In 1992 devastation struck and the fish disappeared, with just an estimated 1,700 tons remaining in these once vast and teeming waters. The scientists said not to worry, stocks will soon recover. They didn't and still haven't and Icelandic and European cod stocks are heading in a similar direction.

In 2002, the United Nations Food & Agriculture Organisation (UNFAO) declared that 75 per cent of the world's fisheries were either fully exploited or over exploited. In 2003, the International

Council for Exploration of the Seas (ICES) went even further and declared that only 18 per cent of fish stocks were within safe biological limits. In other words, 82 per cent of fish were on the road to extinction. But still the fishing continues.

When one species has started to decline, the industry simply moves on to another species with no understanding of their impact. In the 1980's they discovered previously unknown fish in the darkest, deepest depths of the oceans and immediately blitzed them. Because fish live very long lives and breed slowly at these profound and cold depths, the industry has already come close to exterminating them – after just a few short years.

Fish are caught, killed and eaten in vast numbers. The UK lands about 630,000 tonnes (metric) annually and imports a further 200,000 tonnes. But that's only the start. Throughout the EU's waters, as much as 800,000 tonnes of fish are shovelled back into the sea, dead or dying – fish that are too small to land or are in excess of the quota.

Perhaps as many tonnes of other sea creatures – crabs and urchins, anemones and razor fish, shellfish and starfish – are also discarded and most die.

Globally, the catch is 94.8 million

tonnes of fish and falling as fishing has passed its peak and can no longer sustain the greed. Again, this will be accompanied by probably an equivalent amount of unwanted 'by catch'.

No ecosystem can sustain an onslaught of this magnitude and the outcome could be devastating for humankind. Although rain forests are a vital source of oxygen and act as a massive carbon sink (soaking up CO<sub>2</sub> from the atmosphere) the oceans are an even bigger sink and provide even more oxygen. It hasn't saved them!

We are tearing at the delicate threads that have remained in balance since time immemorial and are predictably starting to disrupt this extraordinary mechanism upon which our lives depend.

One of the supposed solutions to overfishing is aquaculture – fish farming. It is part of the problem and not part of the cure! There is the appalling cruelty of cramming together thousands of free-roaming creatures such as salmon, trout and cod in cages where they are prey to sea lice and disease and cause massive pollution. And then they have to be fed!

For every tonne of farmed salmon produced, three to four tons of 'industrial' fish are caught as food for them. In just 15 years, stocks of South American pilchard crashed by 99 per cent in order to feed farmed fish. Stocks of capelin, whitebait, anchovies and sardines have also been devastated.

There is a solution, of course, simply stop eating any creature that comes out of the sea. Eating fish and being green cannot co-exist. **Tony Wardle**



# Box C

Organic vegetables are best for your health and the environment and the number of companies making deliveries is growing rapidly. Mostly seasonal and British, with the occasional foreign top up, it is the sensible way to eat veg. But if faced with unfamiliar beetroot or celeriac, don't give up!

Here are a few ideas but for more, check out our Recipe Club. Get a gorgeous gorgeous folder with 4 inserts and regular batches of vegetarian recipes for just £15 per year. Alternatively, join the VVF and get the website version free! T: 0117 970 5190 or view [www.vegetarian.org.uk](http://www.vegetarian.org.uk). You will also find some free, seasonal recipes on the VVF website plus a range of cookery books to buy. Also, see these websites for ideas: [www.vegbox-recipes.com/](http://www.vegbox-recipes.com/) and [www.farmaround.co.uk/](http://www.farmaround.co.uk/) (not all recipes will be veggie or vegan!). The Soil Association can give you details of veg box schemes in your area and has lots of links on its website – [www.soilassociation.org](http://www.soilassociation.org) or call on 0117 314 5000.

## Boozy Baked Onions

Serves 4 / 60-90 minutes (inc 10 minutes preparation time)  
Simple, sweet and a nice side dish.

4 medium-large onions.  
2 tbsp olive oil.  
4 tbsp wholemeal bread crumbs.  
\_ tsp dried sage or 1-2 tsp fresh sage, finely chopped.  
Salt.  
Black pepper.  
4 tbsp water – or more in necessary.  
Pinch of mixed herbs.  
2 tbsp medium or sweet sherry  
1 tsp soya sauce  
2 tsp cornflour

- 1 Preheat oven to 180°C/350°F/Gas Mark 4.
- 2 Drop whole onions into pan of boiling water for 5 minutes.
- 3 Drain and set aside.
- 4 Halve onions and rub with oil.
- 5 Mix breadcrumbs with sage, salt and pepper.
- 6 Place onions in oiled dish cut sides up, sprinkle with bread crumb mixture and drizzle remaining oil over.
- 7 Bake for 45 minutes. If not tender, cook for a further 15-30 minutes.
- 8 Make glaze by mixing water, sherry/wine, mixed herbs, soya sauce and cornflour in a small pan.
- 9 Bring to gentle boil, adding more liquid too thick and whisk to remove lumps.
- 10 Spoon glaze on to a shallow serving dish – place onions on top.

## Celeriac Coleslaw

Serves 2-4 / 10 minutes  
Tastes very like nutty celery.

1 small-medium celeriac, peeled, scrubbed and grated.  
2 tbsp vegan mayonnaise (Plamil) mixed with 2 tbsp soya or rice milk.  
Salt and ground black pepper.  
Options:  
1-2 carrots, grated.  
Green or white cabbage, grated.  
1 small red onion or half a bunch of spring onions, finely chopped.

- 1 Mix all ingredients together so well coated with mayo.
- 2 Serve as side salad, with baked potatoes or mixed bean salad.

Will keep in the fridge for 1-2 days.

## Warm Beetroot & Quinoa

Serves 4 as a starter, 2 as a main course / 30 minutes

- 1 Rinse quinoa and place in saucepan with

125g/4oz quinoa.  
300ml/ pint water.  
2 tsp low-salt vegan bouillon powder or half a vegan stock cube.  
2 tsp olive oil.  
2 large red onions, finely sliced.  
2 tbsp balsamic vinegar.  
2 tbsp fresh lemon juice.

- 2 Cover and leave to cook slowly for 18 minutes.
- 3 Remove from heat and leave to stand, for 5 minutes.
- 4 Warm olive oil in a largish saucepan, add onions and gently for 10 minutes, or until tender.
- 5 Stir the balsamic vinegar into the pan, let it cook for 5 minutes.
- 6 Add quinoa, lemon juice, beetroot, parsnips and cook for 5 minutes.
- 7 Serve on salad leaves with garnish.



# Clever... and make the most of your organic veg box

## Rooty Noodles with Veggie Oyster Sauce

Serves 4 / 20-30 minutes, including preparation time.

1-2 tbsp sesame or olive oil.  
4 large sticks celery, chopped small.  
3 medium red onions, sliced thinly.  
1 small swede, chopped into matchsticks.  
1 medium leek, chopped, including best green parts.  
2 tsp grated fresh ginger.  
1 pack soba (buckwheat), Udon or wholewheat noodles.  
1-2 tins of cooked pulses (aduki, pinto beans or whole lentils etc) rinsed and drained or 450g home-cooked.

**Sauce**  
1 mushroom or vegetable stock cube.  
240ml/8fl oz boiling water.  
4 tbsp black bean sauce (eg Blue Dragon).  
1 tbsp date or maple syrup.  
2 tsp cornflour dissolved in 1 tsp cold water.

- 1 Sauté prepared vegetables in the oil until just tender.
- 2 Stir in cooked pulses.
- 3 Cook noodles in boiling water, drain and keep warm.
- 4 Make the sauce by dissolving stock cube in hot water.
- 5 Mix with black bean sauce and syrup and heat to boiling.
- 6 Add dissolved cornflour and stir until thickened. Add more liquid if necessary.
- 7 Serve vegetables on a bed of noodles, pour sauce over and serve hot.



## Beetroot Tabbouleh

minutes  
n 300ml/\_ pt water and bring to the boil.

2 small raw beetroots, peeled and grated  
– about 200g/7oz .  
Handful flat-leaf parsley, coarsely  
chopped.  
Salt and ground black pepper.  
Salad leaves on which to serve  
tabbouleh.  
Orange and lemon slices to garnish.

minutes.  
till lidded.  
d onions, stir to coat with the oil, cover  
er.  
et it bubble, then remove from the heat.  
ley and salt and pepper.



## Rhubarb Compote

Serves 4 / 5-10 minutes  
Eat on its own or with dairy-free  
cream/custard or porridge.

450g/1lb rhubarb.  
1-2 tsp fresh ginger, grated.  
Agave, date syrup or brown sugar to taste.  
A little water

- 1 Wash and chop the rhubarb into 2cm/1 inch chunks.
- 2 Place in a medium pan with a little cold water and ginger.
- 3 Bring to gentle boil.
- 4 Add sweetener and cook until mushy (just a few minutes).
- 5 Will keep in the fridge for a few days.
- 6 Optional: turn into a creamy Rhubarb Fool by blending 110g/4oz of silken tofu, adding rhubarb and blending again.

# What a *difference* a day makes

## Viva!'s Incredible Veggie Roadshows take the green message across the UK

VIVA! WORKS HARD TO PROMOTE THE message that going veggie is the most effective thing anyone can do to help reduce animal suffering, their carbon footprint and save the planet.

Nothing does it better than our Incredible Veggie Roadshows, billed as 'Everything you ever wanted to know about going, being or staying veggie – or moving in that direction'. They have already attracted over 40,000 people since they started in 2004.

We estimate that this has saved the lives of over 100 million innocent animals and has prevented more than a whopping 3,200 tonnes of global warming gases from being released.

Incredible Veggie Roadshows are free, fun events, aimed at people of all ages and from all walks of life and include the opportunity to:

- taste a whole range of veggie foods from international dishes to ready-to-go convenience foods;
- receive one-to-one nutritional advice;

- pick up free recipes and helpful factsheets;
- sit in on cookery demos and informative talks;
- browse and buy a host of veggie goodies – from chocolate to cruelty-free cosmetics, bags to books, convenience foods to clothing, wallets to wallcharts and cuddly toys to comely T-shirts and more!;
- find out how you can get active;
- take a break with a cuppa and veggie snack!

By the end of 2008, Viva! will have 26 shows under its belt, having helped thousands of people go vegetarian and vegan or cut down on their meat intake.

Check out [www.viva.org.uk/roadshows](http://www.viva.org.uk/roadshows) for full details of all Viva!'s up coming Incredible Veggie Roadshows. These include Europe's largest ever vegetarian event – The Incredible Veggie Show, on Saturday, April 18, 2009, at The Royal Horticultural Halls, Lawrence Hall & Conference Centre, Greycourt Street, London. Our 2009 extravaganza will provide inspiration and information for all and everything at the show will be 100 per cent vegan and 100 per cent cruelty-free. If you read this magazine after the event, contact us for the current programme of Incredible Veggie Roadshows.

- Find out everything you ever wanted to know about being or going vegetarian or vegan – or simply cutting down on meat.
- Discover a whole new world of animal-free products, including food and drink, bodycare, clothing, footwear and much more!



*caption?*

- Browse over 100 stalls.
- Watch free Cookery demos.
- Three talks areas with excellent speakers.
- Free food samples including dedicated areas run by Viva! providing a selection of hot dishes from around the world and ready-to-eat products
- Free nutritional advice provided by the Vegetarian & Vegan Foundation
- Competitions and special offers.
- Kids play area.
- Café.

If there is a roadshow coming to your area, let your family and friends know about it and contact us for free invitations and posters to distribute or display!

We always need a team of volunteers to help Viva! staff so if you can spare a morning, afternoon or even the whole day, we'd love to hear from you. Tasks include welcoming (and counting!) visitors, assisting with food tastings, washing up, leafleting, getting dressed up in an animal costume (optional) and getting visitors to complete our questionnaire.

Please get involved by contacting Angie Greenaway on 0117 944 1000 or email [angie@viva.org.uk](mailto:angie@viva.org.uk). It's a great, upbeat way to spend the day!

By assistant editor, Helen Rossiter



*caption?*



# A Green Light for Good Health

**Dr Justine Butler of the Vegetarian & Vegan Foundation health charity, explains why the greenest diet is also the healthiest**

UNLESS YOU'VE BEEN LIVING IN A CAVE, you'll know by now that livestock farming is a major cause of greenhouse gases and is at the heart of almost all the planet's great environmental catastrophes. If you really want to help save the planet, changing to a plant-based diet is the most effective thing you can do.

And the bonus is – a diet that excludes meat, poultry, fish, eggs and dairy foods is also the healthiest! A plant-based diet rich in fruits, vegetables, wholegrains, nuts, seeds and pulses (peas, beans, lentils and soya foods) provides all the essential nutrients the body needs. It contains no saturated animal fat, animal protein, cholesterol, animal hormones or growth factors. These baddies are linked to a wide range of diseases including some of the UK's biggest killers – heart disease, stroke, diabetes, obesity and certain cancers.

## **Statin' the obvious**

The NHS spends more on heart drugs than any other medication – £625 million in 2005. Extraordinary considering that a low-fat, plant-based diet can not only prevent heart disease but also treat it and reverse the damage caused without popping a single pill!

Vegans tend to eat less saturated fat than a meat eater and no cholesterol – two of key ingredients in heart disease. Not surprisingly, they tend to have lower levels of cholesterol in their blood and are less likely to develop the disease. Research from Oxford University suggests that lifelong vegans tend to have a healthier balance of fats in their blood which could reduce their risk of heart disease by a whopping 57 per cent – compared with 24 per cent for lifelong vegetarians.

## **Fat problem**

One in three British children carries too much fat and the evidence is that replacing meat and dairy with plant foods is an easy, long-term way to help control weight. A large study comparing over 1,000 vegans with thousands of vegetarians and meat-eaters found that vegans were slimmer whatever their age. Another report found that less than two per cent of UK vegans were obese compared to 20 per cent of non-vegans.

## **Diabetes disaster**

Diabetes affects over one million people in Britain and there is strong evidence linking it to diet. Avoiding meat and dairy products can offer protection while a high-carbohydrate, high-fibre vegan diet can even reduce the need for medication!

## **Cancer scare**

Breast cancer in the UK has increased by 80 per cent since 1971 and now affects one-in-nine women. Only 10 per cent of cases can be blamed on genes, with most being caused by diet and lifestyle.

A review of studies from 40 countries showed a link between meat, milk and cheese and breast cancer. Diets rich in fruit, vegetables, fibre and folic acid (found in broccoli, asparagus, chick peas and brown rice) on the other hand can lower the risk. Eating soya foods when young reduces the risk of breast cancer in later life.

One in 14 UK men develop prostate cancer but for vegetarians it is just one in seven. Eating more peas, beans, lentils, tomatoes, raisins and dates has been shown to lower the risk.

## **Signalling trouble**

Some scientists suspect hormones in meat and milk are responsible for the increase in these cancers. Dairy farming has intensified drastically over the last few decades and two thirds of Britain's milk now comes from pregnant cows – a time when hormone levels are sky-high.

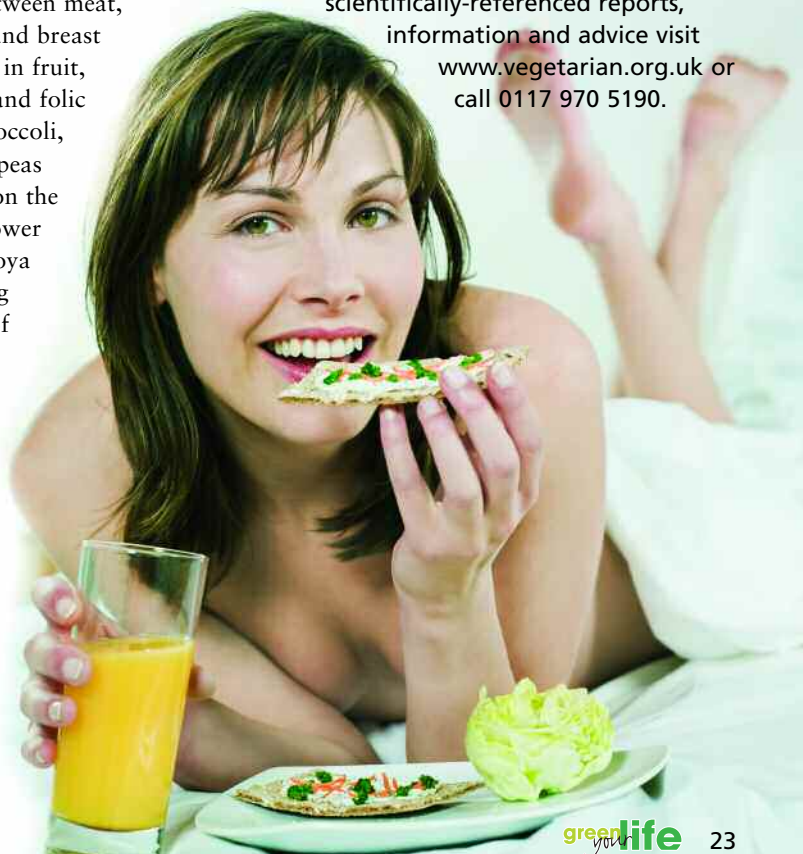
## **No kidding**

Forget the scare stories about vegan children which the media love to run, both the American Dietetic Association and the American Academy of Pediatrics are quite clear that a vegan diet produces normal growth and that children meet or even exceed recommendations for most nutrients.

Not only can vegan diets be fine for children of all ages but they may reduce the risk of chronic diseases in later life.

It's an irony that the diet which is trashing the Earth is also trashing our health – and the solution to both is so simple. Simple and essential!

The VVF can provide all the information you need on going veggie or vegan. For tasty recipes, scientifically-referenced reports, information and advice visit [www.vegetarian.org.uk](http://www.vegetarian.org.uk) or call 0117 970 5190.



# Get your *Green Gear* Here!

Greening your life has never been such a HOT topic. Here at the Viva! shop we have donned our eco thinking-caps to come up with the goods – the green goods that is! When you buy from our shop you not only help save animals but the planet, too! Our slogantastic t-shirts and cotton bags are organic and ethically produced, our mouth-watering vegan confectionary is locally sourced and lovingly wrapped up in biodegradable packaging and our pampering toiletries are kind to the animals and the environment. Green has never looked so good.....

## Cruelty-free Carry all's

### 3. Vegan You Can't Get Greener O ft

Carry your fruit and veg (or just about anything else for that matter) in this spacious and durable organic cotton shopper. This is truly a green bag!

- a) 49cm x 37cm x 12cm  
£5.50



### 4. Groovy Veggie Chick O ft

A popular item in the Viva! shop, but given the green treatment has transformed into an organic beauty of a bag with our favourite groovy chick design.

- a) Drawstring 42 x 38cm £5.50



## Chocolate with a Conscience

### 5. Plamil Premium Chocolate Bars O ft

Brand new dairy-free, nut-free, organic taste-bud tempters wrapped in biodegradable packaging. The dark bar boasts an 87% cocoa content and both are bursting with flavour.

40g – £0.79

- a) Dark Chocolate Bar with 87% Cocoa  
b) Chocolate Bar with Orange & Cranberry



## Best of the Botanicals

### 6. Rosa Fina Skincare from Barefoot Botanicals

Luxurious plant-based treats for your face, using organic rosa mosqueta oil famous for its therapeutic properties. Dab a little 'Radiance' day cream (am or pm) for an intense moisturiser that tones and firms grown-up skin or freshen up with 'Divine Aura' facial spritz.

- a) Rosa Fina Radiance Anti-Ageing Day Cream 30ml- £22.95  
b) Rosa Fina Divine Aura Facial Spritz 30ml -£14.95



(Key: O = organic ft = Fair Trade)

## Postage & Packaging UK:

Up to £4.99 = £1; £5.00 to £19.99 = £3.00  
£20.00 to £39.99 = £5.50; £40.00 to £99.99 = £6.50; £100 or over = Free

Need more inspiration to green your life? Visit Viva!'s webshop for a great range of books to help you veg-up your dinner plate or get to grips with the latest green issues. Also check-out Viva!'s very own vegan wine club, offering over 350 mostly organic wines, spirits and beers from top vineyards and breweries. Order online at [www.viva.org.uk](http://www.viva.org.uk), call 0117 944 1000 Mon-Fri 9am-6pm or send us your order with payment, inc. P&P, to Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH.

## Proud to Be Green? Show it Off with Viva!'s Organic T-shirts

### 1. Vegan You Can't Greener O ft

This in your face design is made of pure attitude and printed on a glorious blend of bamboo and organic cotton making it soft and highly breathable.

- Green £12 a) Close-fit Small b) Close-fit Medium  
c) Close-fit Large d) Unisex Small  
e) Unisex Medium f) Unisex Large

### 2. Viva! Cool to Care O ft

Want to share your animal loving, planet loving message with the world? Spend some time in these eco-friendly shirts and spread the word, 'It's Cool to Care'.

- Black £12 a) Close-fit Small  
b) Close-fit Medium c) Close-fit Large  
d) Unisex Medium e) Unisex Large  
f) Unisex Extra-large





**The Animal Rights Party**



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# **SPEAK** *Political*

**'Here's to the crazy ones.  
The misfits.  
The rebels.  
The troublemakers.  
The round pegs in the square holes.  
The ones who see things differently.  
They're not fond of rules,  
and they have no respect for the status quo.  
You can quote them, disagree with them,  
glorify, or vilify them.  
About the only thing you can't do is ignore them  
because they change things.  
They push the human race forward.  
And while some may see them as crazy,  
we see genius.  
Because the people who are crazy enough  
to think they can change the world,  
are the ones who do.'** *Jack Kerouac*

**[www.speakpoliticalparty.org](http://www.speakpoliticalparty.org)**

**P.O. Box 259, Bexleyheath, Kent, DA7 9DJ. 0844-800-9031**



# Life After Poo

WHEN WE DEBATE WITH FARMERS AND growers about the need to give up meat and dairy, many can hardly wait to deliver the coup de grace to our arguments. "You can't grow things without animal manure!" You can almost hear the triumph in their sniggers.

They're wrong and a couple of organisations have been proving it for a number of years now.

Robert Mackie runs a 10-acre site at the Welsh College of Horticulture at Northop, Mold, dedicated entirely to growing fruit and vegetables organically with no inputs from animals. Students learn about stockfree horticulture to graduate level under his tutelage and the produce they grows supplies a local box scheme. Robert swears that his land is every bit as productive as conventional organic land. He even runs course at the college, one of the best in the UK, so gardeners can learn the tricks of the trade.

The Vegan-Organic Network (VON) has been doing something similar for more than a decade, encouraging gardeners and commercial growers to go stock free. It has even introduced a symbol that identifies products as being vegan-organic which is inspected and policed by the Soil Association. I guarantee you will soon see more of it.

Not surprisingly, there are close links between the ventures and it could be argued that they hold the key to our future as a species. There is no longer any argument that livestock for meat and dairy pose probably the greatest threat to the planet (see pages 13-16) and if their numbers are not dramatically reduced, global warming will carry on increasing, deserts will continue

## Not only can we grow food without animal manure – we can do it better

to spread, soil to erode and degrade, forests fall and plant and animal species will continue their rush into extinction.

If livestock numbers are slashed then the manure that conventional organic horticulture currently depends upon will virtually disappear. It will bring to an end any expansion in organic farming and highly-damaging chemical agriculture will roar away, continuing the cycle of environmental degradation.

Stockfree farming avoids all synthetic fertilizers and pesticides, genetically modified organisms and animal parts. Instead, growers insist on green manures – such as crops of clover which are then turned into the ground – plant-based composts and plant mulches.

Once you can identify common comfrey, with its abundance of drooping green leaves and small purple flowers, you see it growing wild everywhere. This plant can be grown, cut and placed in butts of water where it rots to produce a wonderfully effective fertiliser. Other fundamentals include disturbing the soil as little as possible and creating a balance between cultivated and wild areas, developing habitats such as hedges to shelter predators and act as wind breaks and being tolerant – accepting that a part of the harvest will go to nature.

Perhaps the biggest beneficiary of stock free growing is the earth worm which thrives under these

friendly conditions and provides the simplest of litmus tests as to whether a soil is healthy or not.

The key word in veganic production is efficiency and not productivity. Productivity is when there is only one driving force – output per

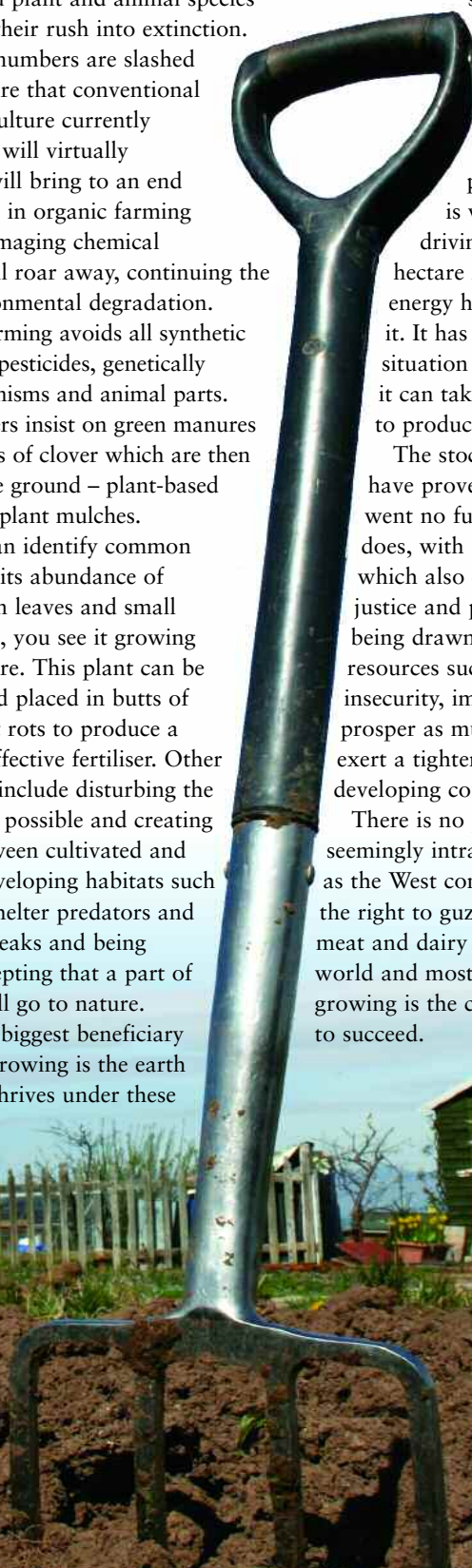
hectare regardless of how much energy has been used to produce it. It has led to the ludicrous situation in modern farming where it can take seven calories of energy to produce one calorie of food.

The stock free movement would have proved its importance if it went no further than this. But it does, with an holistic philosophy which also concerns itself with world justice and peace. Battle lines are being drawn across the globe over resources such as water and land and insecurity, impoverishment and despair prosper as multinational corporations exert a tightening stranglehold over developing countries.

There is no prospect of solving these seemingly intractable problems so long as the West continues to believe it has the right to guzzle obscene amounts of meat and dairy to the detriment of the world and most of its people. Stock free growing is the counter to this – so it has to succeed.

The Vegan Organic Network awards bursaries for people to study at the Welsh College of Horticulture. They can be contacted on 0845 223 5232 or email [info@veganorganic.net](mailto:info@veganorganic.net). ([www.veganorganic.net](http://www.veganorganic.net)).

Welsh College of Horticulture, 01352 841000 or email [enquiries@wcoh.ac.uk](mailto:enquiries@wcoh.ac.uk) ([www.wcoh.ac.uk](http://www.wcoh.ac.uk)).





# Eat Yourself Green

Ditching meat and dairy is one of the most effective things you can do to help the planet. Vegans have smaller carbon footprints than meat-eaters. Going vegan for a year is 20 per cent more effective in reducing global warming emissions than taking five 'green' steps put together – recycling, not using a tumble dryer, driving sensibly, taking showers instead of baths and using low energy light bulbs.

These green acts save 960kg in global warming gases but give up meat and dairy saves 1.2 tonnes of global warming gases. Do all of them and you are an environmental hero. Our colourful new banners show just what a difference you can make.



Useful websites:  
[www.vegetarianguides.co.uk](http://www.vegetarianguides.co.uk),  
[www.vegetariansabroad.com](http://www.vegetariansabroad.com),  
[www.vegetarian-vacations.com](http://www.vegetarian-vacations.com),  
[www.responsibletravel.com](http://www.responsibletravel.com)



Green holidays – how far will you go? We're talking eco credentials, not miles. Although veggie places are greener by their very nature, several are leading the way by further reducing their impact on the planet. Here's some of the best:

**The Barn** is an 80 per cent solar powered vegan guest house in the New Forest, Hampshire, and all electricity comes from renewable sources. They've installed energy-efficient products and use only environmentally friendly cleaning and washing products. They have a zero food waste policy and serve a mix of local, organic and fair-trade produce. Discounts are available for those arriving by public transport/bike. [www.vegiebarn.net](http://www.vegiebarn.net)

With **Bicycle Beano Cycling Holidays** you can use pedal power to explore Pembrokeshire, Snowdonia and the South Downs. Covering 35-40 miles a day, cyclists return to base for delicious veggie fare using home-grown organic fruit and vegetables as well as fair trade and local produce. [www.bicycle-beano.co.uk](http://www.bicycle-beano.co.uk)

**Yuva Eco Holiday Centre** is a rural retreat in Turkey set in 40 acres of environmentally protected forest. Enjoy an independent break or take part in a variety of group activities including yoga and meditation. Village-style Turkish food is 100 per cent veggie and made from local and organic produce while hot water comes from solar energy. [www.yuvaholidays.com](http://www.yuvaholidays.com)

**The Lodge** is a beautiful vegan B&B in Grenada, West Indies. All food is seasonal, organic and locally grown. Hot water is provided by solar energy and rain water is used for the swimming pool and, once filtered, for drinking and cooking. A tree is planted for every visitor to help offset the carbon from their visit. [www.thelodgegrenada.com](http://www.thelodgegrenada.com)

Useful publications (all available from Viva!): *Guide to Vegetarian Brighton* £2.99 plus P&P, *Vegetarian Guide to the Lake District* £1 plus P&P, *Vegetarian & Vegan Guide to Bristol & Bath* £2.99 plus P&P, *Vegetarian Britain* £9.95 plus P&P, *Vegetarian London* £6.95 plus P&P, *Vegetarian/Vegan Guide to Yorkshire* £2 plus P&P

# Lifestyle

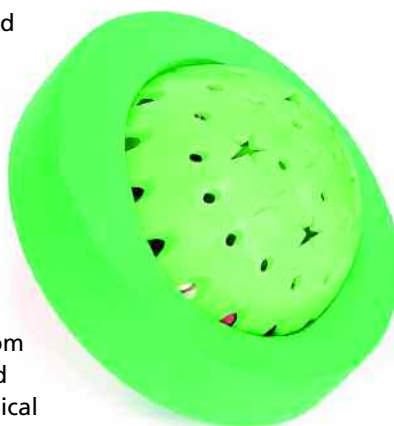
Viva!'s Louise Grace brings you ideas to green your life. For heaps of freebies go to our web site [www.viva.org.uk/lifestyle](http://www.viva.org.uk/lifestyle)



## Ecoballs to You!

One of my favourite green products which you have to try are Ecoballs! Not a green sex device but a fabulous alternative to washing powder. You may think me sad getting excited by a washing device but these balls are brilliant – you pop three into your washing machine and they clean your clothes without the use of chemicals or polluting our water supply. The rinse cycle can be shortened, saving water and electricity. They last for about 700 washes and then you refill with pellets. It's great not having the hassle and expense of lugging heavy powders/liquids home and even greater not having to get rid of all that wasteful packaging. Also, one of my sons has eczema and these have helped us to knock it on the head.

They clean by increasing alkalinity (so killing bacteria) and making water molecules smaller and active, lifting dirt from the fibres. Do they work? Yes very well – they cope with my five year old sons' stained clothes and that's saying something. They don't contain bleach so for whites I use a stain remover if need be and that works fine. They cost about £34.99 from UK manufacturers Ecozone, including refills and stain remover, or you can find big offers on ethical web shops.



Also check out Ecozone's Dryerballs. Tumble dryers are notoriously energy gobbling devices, at least by using Dryerballs you reduce drying time by a quarter and have soft clothes naturally without chemical-laden, allergy-promoting fabric softeners. They last for about two years and cost £8. Both from [www.ecozone.co.uk](http://www.ecozone.co.uk)

## I Recycle My Tantrums!

Does this sound like your little un? If so you'll enjoy browsing through the Little Green Radicals online shop where there is a baby and children's fashion range for rambunctious little eco tots. All clothes are made by Hug, using organic and fairtrade cotton – and they don't do boring, beige or basics. They love colour, humour and penguins. I bought Ts for my young sons and found the quality excellent – soft and durable and believe me, it needs to be!

To see the contemporary, fun styles, including Stop the Wailing and I Only Eat Organic Chips, in sizes ranging from zero to six years, go to [www.littlegreenradicals.co.uk](http://www.littlegreenradicals.co.uk). T shirts are £10, baby playsuits £12. There are also bibs, pyjamas, jeans and gift sets. Or call 0845 130 1525.

## Such a Dish

Using a dishwasher? Then you'll have noticed how hard it is to buy environmentally friendly, vegan cleaning tabs. Search no more as Simply Dishwash by Aquados fits the bill. Choose from Active or Citrus (£4.99 for 30 washes). They work every bit as well as more polluting brands. Buy online (delivery is free) from [www.simplywashing.com](http://www.simplywashing.com) or from Morrisons, Coop or Sainsburys.





## Bent on Hemp

Hemp has long been an eco crop with no pesticides because it is unpalatable to insects – and no herbicides because it grows too quickly for other plants to compete! It also uses a fraction of the water compared with cotton.

Its strong fibres make shoes and handbags every vegetarian and vegan can be rightly smug about – no leather, no plastics – just hardy, biodegradable plant materials. Viva! tester Kiki bought the ladies hemp shoes from a small Welsh company, Hempish (£40 inc p&p) and raved: "They are the most comfy trainers I've ever had. In fact it's hard not to wear them because they make everything else seem restrictive. They've lasted well, too."

They also have some stylish, roomy, all-hemp shoulder bags – fantastic if, like me, you carry the world in your handbag! In the region of £29. [www.hempish.com](http://www.hempish.com)



## Smell the Coffee

Ethical Addictions have seven premium, gourmet, fair-trade coffees which are a delight. Viva!'s coffee connoisseur, Tony, tested Machare Kilimanjaro (£9.50 500g), sourced from Tanzania's bourbon plants cultivated at altitude in rich volcanic soil and fed by clear glacial water: "It is bursting with flavour, strong but velvety smooth. Drink with a fine brandy and life is perfect!"



The Machare Farm lies 4,500 feet up on the slopes of snow-capped Kilimanjaro, Africa's highest mountain and is owned by the local village cooperatives. More from [www.ethicaladdictions.co.uk](http://www.ethicaladdictions.co.uk)

## Clean Up Your Act!



So you've cut the nasty chemicals out of your diet – it's time to ditch the toxic waste dump under the sink! Earth Friendly Products have an impressive variety of affordable, 100 per cent natural, non-toxic cleaning products for all around the home. Made with renewable plant-based ingredients, they are biodegradable, use natural perfumes and are not tested on animals. I got low down and dirty with the Orange Mate Multi Surface cleaner (£3.75) – the zingy scent makes it a joy to use and within no time my surfaces were sparkling! View the range at [www.earthfriendlyproducts.co.uk](http://www.earthfriendlyproducts.co.uk)



## Fine Wines

Wine and beer are usually clarified with fining agents that are derived from animals. Products such as gelatine (crushed bones etc) and isinglass (from fish swim bladders) are widely used to remove proteins and yeasts in suspension in the wine before it is bottled. Some are clarified using battery egg albumen or casein (milk protein). If you're looking for an amazing selection of high quality vegan and organic wines and beers, I'm going to make you happy! Call Viva! on 0117 944 1000 (Mon-Fri) and ask for their Wine Club catalogue or go to [www.viva.org.uk/shop](http://www.viva.org.uk/shop) and visit the wine club. There are about 350 top-quality wines and beers from some of the world's best vineyards and breweries. The web shop is easy to use so go on, treat yourself!

## A Staple Diet

Never run out of staples again! This new Ecostapler does what it says on the packet – clips together up to three pages (any more causes a jam – I tried!). It looks cool and cleverly cuts a tag of paper that loops back on itself through a punched hole. The stapler also makes recycling easy as there is no need to hurt your fingers trying to remove staples! "If everyone in UK offices saved one staple a day that would be 72 tonnes of metal saved a year". Wasteonline. £4.75 (plus £1 p&p) from Viva! [www.viva.org.uk/shop](http://www.viva.org.uk/shop) or call 0117 944 1000 (Mon-Fri, 9am-6pm).



## Hit the Rucksack

One of the top selling and most useful green goodies from Viva! is its groovy Rucksack (40x33x20cm). It is spacious and exceptionally high quality – weather resistant made from seven recycled plastic bottles, no less. It has two separate compartments on the outside and a mobile pocket inside. The shoulder straps are amply padded and have grippy bits underneath to stop slippage. I can vouch that it's very comfy to wear. £22 plus £5.50 p&p from Viva! [www.viva.org.uk/shop](http://www.viva.org.uk/shop) or call 0117 944 1000 (Mon-Fri, 9am-6pm).







## VeggieStuff's most popular product!

100% organic, entirely meat free and delicious. Yagga's Roast, Strips and Steak are very versatile - great on their own, or used in place of meat in many recipes like curries, stir fries, stews, etc. Packed in sterile foil bags, so they keep without refrigeration for up to 12 months.

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[www.earthfriendlyproducts.co.uk](http://www.earthfriendlyproducts.co.uk) Tel 01892 616871



Farming unions want "intensive and thorough" badger gassing in bovine TB areas. Please, support our fight to stop the cull. The Badger Trust is the only charity solely dedicated to protecting Britain's badgers. To back our campaign, simply call us today on 08458 287878 or visit [www.badgertrust.org.uk](http://www.badgertrust.org.uk). Thank you.

PO Box 708, East Grinstead, Sussex, RH19 2WN Reg. charity no.1111440 Co. reg. in the UK No.5460677



# How green is your life?

## Go on – brave our quiz and find out

**1** You raid your kitchen for something to eat, to discover you don't even have enough to feed the woodlouse who's looking at you appealingly so you...

- a) Drive to the supermarket, grab milk, sausages, chicken and a bottle of cola, pack it in plastic bags and take it home.
- b) Drive to the supermarket, pick up a ready meals and vegetarian cheese, squeeze as much as possible into an eco-bag then swear because you need a plastic bag for the overflow.
- c) Walk to your local health food shop with a couple of eco-bags, pick up fresh ingredients for hummus and salad and soya milk and strawberries for a smoothie.

**Q1 a – 0 b – 3 c – 5**

Using your car for short journeys gives you puny legs and helps destroy the planet. Getting off your backside and walking is good for the planet and gives you a holy glow! Anyway – milk is full of puss and makes you fat. Soya, on the other hand is full of good stuff and no, it doesn't help to destroy the rain forest. Most of that soya is fed to animals – for your milk, sausages and chicken. And talking of sausages – do you really fancy a melange of eye lids, scrotems, cervixes, fat and scrapings from the slaughter house floor? As for your chicken – a pint of lard in very one! Don't tell you that at the takeaway, do they? Be a devil – cook from scratch and develop a taste for real food instead of dead animals. Ditch fizzy drinks, juicing your own fruit is the way forward. And there's no excuse for using plastic bags, they're evil, destroy ocean life and will prey on your conscience.

**2** You're planning a sexy meal to impress someone special. You decide your menu for the night should include...

- a) A nurses' outfit, black leather shoes and a rare steak.
- b) Some squirty cream and a DVD of the Eurovision song contest.
- c) A few candles and a cosy home-cooked veggie meal.

**Q2 a – 0 b – 3 c – 5**

If any element of a) rings true – get with the times and take your 80's 'rom coms' to the car boot. Nurses' outfits, animal skin and flesh eating went into Room 101 a long time ago closely followed by Eurovision and squirty cream. None of them is going to up your odds – you might have to go to Mars to find someone who likes them. With option c), of course, it could be your lucky night.

**3** You meet someone new and it comes up in conversation that you're veggie. They say: animals are there for us to eat and we need the protein and iron. You reply...

- a) Oh yes, you're so right, why on Earth didn't I think of that before.
- b) Funny, Carl Lewis, Martina Navratilova and ironman Ed Moses seemed to do okay but maybe they took supplements.
- c) I eat everything you eat just minus the bits of dead animal, cholesterol, saturated fat and hormones. Fancy an arm wrestle?

**Q3 a – 0 b – 3 c – 5**

Being veggie is something to be proud of, promoted and celebrated and it's now official – we're saviours of the Earth. Arm yourself with information and be prepared to use it – judiciously! Get all preachy and you might find an organic, local, farm fresh, box scheme cucumber shoved down your throat!



### Add up your score!

**14 – 20**

You really are a fruity tooty green god or goddess who can't move for the recycling over your worktops. You know your Quinoas' from your cabbage, your B12's from your yeast flakes and have a much smaller carbon footprint as a result.

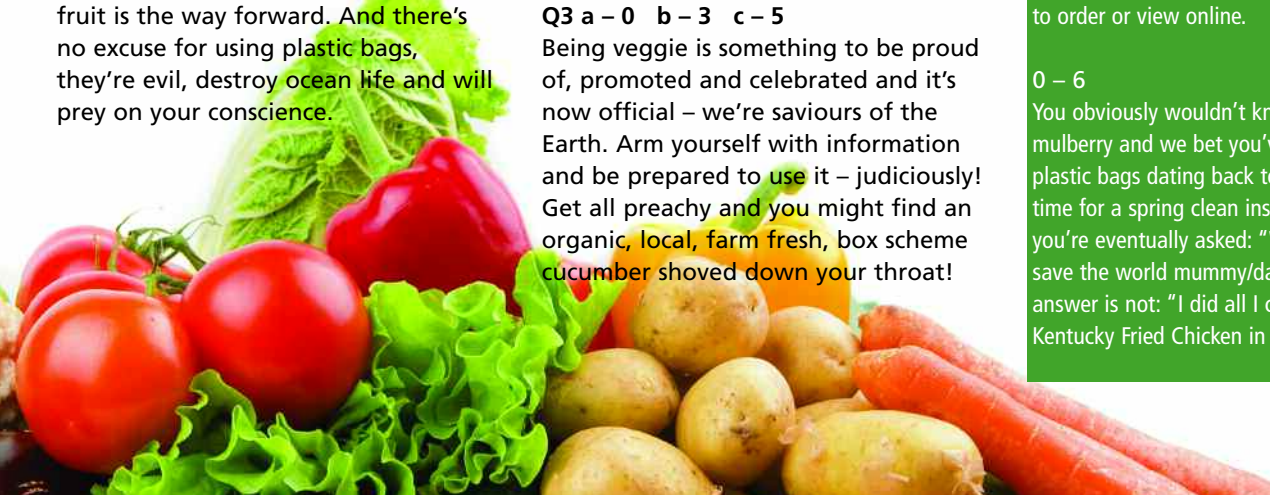
**7 – 13**

You're on the road to green veggie heaven but may need to hop on your bike for the rest of the journey, picking up some new recipes from Viva! on the way. If your veggie, but not yet vegan, why not try some of

Martin Shaw's tasty dishes – all 100 per cent animal free. Visit our shop at [www.viva.org.uk](http://www.viva.org.uk) to order or view online.

**0 – 6**

You obviously wouldn't know a mouli from a mulberry and we bet you've got a collection of plastic bags dating back to Bucks Fizz days. It's time for a spring clean inside and out. When you're eventually asked: "What did you do to save the world mummy/daddy?" The right answer is not: "I did all I could to keep Kentucky Fried Chicken in business!"





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[www.vegetarian-shoes.co.uk](http://www.vegetarian-shoes.co.uk)

## Vegan Venture

### The Maxwell Lee Memorial Workshop

Applications are invited from vegetarians/vegans aged 16-25 years for a vegan cookery day to be held at the Vegetarian Society near Manchester on Saturday, 30 August 2008.

This course, with specially designed nutritious meals for young people by the Cordon Vert School, will be totally funded by The Vegetarian Charity in memory of the late Maxwell Lee.

Maxwell became a vegetarian at the age of 12 for moral reasons and then a vegan in 1985. His commitment to the Vegetarian Society spanned 50 years in various roles. He was Honorary General Secretary of the International Vegetarian Union for 17 years and later President of the European Vegetarian Union as well as being involved in setting up The Vegetarian Charity of which he was Chairman from 1985 until his untimely death in 2005.

Please inform us where you saw this advertisement

Application forms from: Grants Secretary, PO Box 473, Crewe, CW3 0WU or e-mail [vegetariancharity@btinternet.com](mailto:vegetariancharity@btinternet.com)

## St John's Lodge

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[www.st-johns-lodge.co.uk](http://www.st-johns-lodge.co.uk)



## Out of the mouths of... Viva!'s young supporters show more awareness that our politicians

Viva! supporters and eco green teens prove that young people aren't as passive and uninvolved as the media often portrays them to be. In fact, there are loads of young people across the country who are eating an environmental, compassionate and healthy diet to save the planet! We caught up with a few of them to talk about veganism.

**Rhys** (12) from Runcorn tell us: "I first became aware of the environmental benefits of my diet when I received a copy of Viva!'s HOT! leaflet. I was really shocked that livestock farming was having such a negative impact on the planet!"

"I was already aware that driving cars, leaving lights on and not recycling were bad for the environment but I'd never been told that eating meat was destroying the planet. I think it's important more people know about this so they can massively cut their carbon footprint by not eating meat!"

**Rebecca** (15) from London says: "The media is constantly pointing out the severity of global warming but never mention diet. I became vegetarian at the age of 6 but at 14 I realised I was a hypocritical, dairy-eating environmentalist and so I became vegan! Get involved with Viva! and help to raise awareness of the environmental reasons for going vegan."

**Josilee** (15) from Leyland says: "I am worried about the future of the planet. Instead of taking steps towards a more environmental lifestyle, many people are simply waiting for that miracle cure. The planet is dying and unless we act soon it's going to be too late!"

"People need to stop waiting for someone else to sort it out, and start changing their own behaviour! Going veggie will greatly reduce the damage you are causing to the environment. My top tip to anyone concerned about the environment would be stop eating meat!"

**Rosie** (17) from Burnley adds: "Lots of people think that being vegan will be too hard, but it's not, it's easy! I first became vegan a year ago when I found out how badly dairy cows are treated. I'd always been into animal rights and so that was my main reason for adopting a vegan lifestyle. Since then I keep discovering more and more proof that I've made the right choice!"



My diet is healthier, more compassionate and better for the environment than ever before. I feel full of energy, love the delicious food, I'm helping to save the planet and I'm not responsible for any animal suffering."



# the young ones

If you're under 18 and would like more information about going vegan, please email [fiona@viva.org.uk](mailto:fiona@viva.org.uk) and ask for a free info pack. If you're already vegan and would like to get more active in the fight against climate change and environmental degradation, please visit [www.vivaactivists.org.uk](http://www.vivaactivists.org.uk).

There are loads of things you can do to raise awareness of how a vegan diet is central to saving the Earth – info displays at your college, presentations at school, leafleting and holding a stall.



Why not become a Viva! Activist? It's only £5 for a full year's membership and you'll receive Viva! ACTIVE three times a year! Colourful stickers, badge, posters and an Activist's Card will also wing their way to you.

Becoming a Viva! Activist is an easy way to get more involved with our campaigns. You'll receive regular updates about what we're up to and you'll be one of the first to know when we need help! Most of all by joining Viva!, you are helping stop animal cruelty. You can join online at [www.vivaactivists.org.uk](http://www.vivaactivists.org.uk) or phone 0117 944 1000 (Mon-Fri 9am-6pm) or send a cheque or PO to the value of £5 to Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH.



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Visit us at [puredairyfree.co.uk](http://puredairyfree.co.uk) for advice on dairy free living, including recipe ideas. Or call us on 0800 028 4499 for more information on Pure.

# Classifieds

To advertise in Viva!LIFE classifieds call Angie on 0117 944 1000, email [angie@viva.org.uk](mailto:angie@viva.org.uk)

## Cheshire

**Davenham village, near Northwich.** Quiet secluded converted barn. 4 star self-catering apartments. Sleeps 2-3. Overlooking lake and open countryside. 19 miles Chester. Open all year. [www.yewtreeapartments.co.uk](http://www.yewtreeapartments.co.uk) 01606 334770/46645

## Cornwall

**Coast B&B St Ives Bay, Cornwall.** Exclusively vegetarian/vegan B&B & restaurant 01736 795918 [www.coastcornwall.co.uk](http://www.coastcornwall.co.uk)

**Mount Pleasant B&B** Cornish countryside and coastline. Veggie, vegan and organic food. Tel: 01726 843918 Email [Jill@mpfarm.aquiss.com](mailto:Jill@mpfarm.aquiss.com) [www.vegetarian-cornwall.co.uk](http://www.vegetarian-cornwall.co.uk)

**The Yellow House B&B** St Agnes, North Cornwall. Stunning coastline, great village atmosphere. Vegetarian proprietors. Vegans welcome. Open all year. Evening meals available. Sorry, no dogs. 01872 553168 [www.stagnesyellowhouse.co.uk](http://www.stagnesyellowhouse.co.uk)

## Devon

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## Holidays – England

### East Sussex



### Lake District

**Ardrig Vegetarian Bed and Breakfast,** 144 Windermere Road, Kendal LA9 5EZ Tel: 01539 736879 [www.ardrigvegetarian.com](http://www.ardrigvegetarian.com)

### London

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**North Norfolk – Hollyhock House** Feed mind, body and soul. B&B in peaceful location overlooking sea. Holistic therapies and yoga. Hearty vegetarian/vegan food. Good walking, birdwatching, cycling. Tel: 01263 837325

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### Shropshire

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4-STAR Vegetarian Bed and Breakfast Canalside 7 acre smallholding. Ideal for Shropshire, Cheshire and N. Wales. High Quality en-suite rooms. Families Welcome. Ring for brochure or see website **Maesbury Marsh, Shropshire** TEL: 01691 658524 Email: [whitehouse@maesburymarsh.co.uk](mailto:whitehouse@maesburymarsh.co.uk) Website: [www.maesburymarsh.co.uk](http://www.maesburymarsh.co.uk)

### Suffolk

**Suffolk Heritage Coast.** Dunwich 4m. Comfortable self catering ground floor accommodation on organic, vegetarian market garden. Sleeps 2. Garden, parking, disabled access. Tel: 01728 668201.

## Holidays – Croatia

**Brac Island, Croatia.** Spacious, south-facing terraced flat. Own grounds, glorious views. Sea 400 metres. Beach, harbour, bus stop, shops. Tel: 00385 21630179 [www.vegpot.com](http://www.vegpot.com) [jennygag@hotmail.co.uk](mailto:jennygag@hotmail.co.uk)

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[www.budaveg.com](http://www.budaveg.com)  
the website for veggies in Budapest

self-catering accommodation and tour guiding services in **Budapest, Hungary** for vegans and vegetarians [info@budaveg.com](mailto:info@budaveg.com) Tel: +36309348045

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John and Angela  
Tel (01983) 862507

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Viva! supporters can save £££s on holidays and shopping through our discount scheme – see [www.viva.org.uk.uk/businesses/discountlist/index.php](http://www.viva.org.uk.uk/businesses/discountlist/index.php) for details



## Holidays – India

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0131 225 2131  
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### Lady fifties, (slim) vegetarian.

Interests animal welfare, meditation, alternative medicine, countryside. WLTM similar person/s for friendship outside London (genuine). Please reply to Box GfL/2, Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH.

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### Warm, loving vegan lady. Sussex.

Young at heart 51, slim, 5ft 6ins, attractive. Passionate about animals and their welfare. Especially love dogs and walking in the countryside. Love nature and being outdoors. I'm sensitive, yet fun loving and sociable, love music, festivals. WLTM kind, loving, easy-going vegan/veggie male for LTR. Please reply to Box GfL/3, Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH.



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Please enclose an SAE and state your gender

# London Vegan Festival

Sunday 7 September  
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towns and the inevitable rise of  
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HIPPO feeds the hungry, encourages sustainable production of food crops for direct human consumption, and teaches that improved health does not require more meat and dairy foods but a balanced nutritious plant food diet. Why support charities that promote livestock farming in the 'third world' through their 'Send An Animal' schemes? Save A Cow, or a goat, a sheep, or a pig, with HIPPO! Please give by cheque or postal order made out to 'HIPPO' sent to the address above, or by direct payment to Account No: 11313738, Sort Code 40-16-23, HSBC, 15 Lammass Street, Carmarthen SA31 3AQ, or on the internet by PayPal to [hippocharity@aol.com](mailto:hippocharity@aol.com) Or request more information without obligation. Thank you!

## THE VEGETARIAN CHARITY

Needy young vegetarians up to the age of 25 years can receive grants from the Charity, which also provides funds to promote vegetarianism among the young.

Donations and legacies are most welcome to ensure that we can continue to satisfy the need for help.

For further information contact:

The Vegetarian Charity Grants Secretary, PO Box 473,  
Crewe CW3 0WU email: [vegetariancharity@btinternet.com](mailto:vegetariancharity@btinternet.com)

Registered Charity No 294767

Please inform us where you saw this advert.

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VEGFAM "feeds the hungry without exploiting animals" – the fragile environment cannot support TWO populations – humans and their food animals. Since 1963, VEGFAM has been raising funds to alleviate hunger, thirst and malnutrition and starvation – helping people in over 40 countries by financing sustainable self-supporting plant food projects and safe water supplies.

VEGFAM helps people to help themselves by providing funds for seeds and tools for vegetable growing projects, fruit and nut tree planting, irrigation and water wells and emergency feeding in times of crisis and disaster. Food security prevents malnutrition and starvation. Using plant foods is a far more efficient and sustainable way of addressing hunger overseas. VEGFAM is professionally operated, entirely by volunteers, so as much as possible is spent on famine relief projects.

GENERAL DONATIONS paid into a/c No 65023307 00 (The Co-operative Bank plc, 247 High Street, Exeter EX4 3QB Sort Code 08-92-90) will be apportioned between Projects (90%), Administration Expenses (9%), Office Building (1%). Supporters are invited to pay donations direct into the above bank account, online or by post to the address below. Thank you for your support.

For more information (Project News, Bankers Order, Gift Aid, Legacies) please send an SAE to:  
VEGFAM, c/o Cwm Cottage, Cwmyrnys, Cilgwyn, Llandovery, Carmarthenshire SA20 0EU  
Tel: 01550 721197 Fax: by arrangement Web: [www.vegfamcharity.org.uk](http://www.vegfamcharity.org.uk)  
Online giving: <https://www.charitychoice.co.uk/vegfam>.

Non-animal-tested cancer research charity, The Caring Cancer Trust (Reg.1052205), are seeking committee members and a motivated fundraiser in the Brighton/Bournemouth/Newbury triangle. For details call Martin on 01983 810375.

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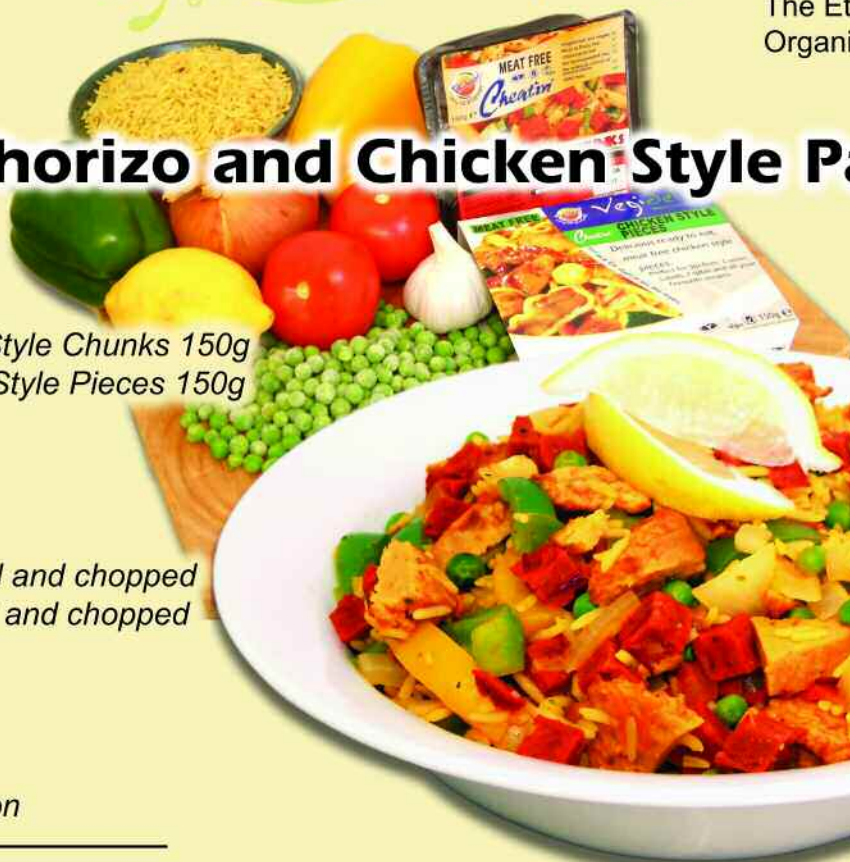
## "highest rated ethical vegetarian company 2008"

The Ethical Company Organisation

### Cheatin Chorizo and Chicken Style Paella

#### Ingredients:

Extra virgin olive oil  
Redwood Cheatin Chorizo Style Chunks 150g  
Redwood Vegideli Chicken Style Pieces 150g  
1 medium onion, chopped  
2 garlic cloves, crushed  
200g white basmati rice  
2 tomatoes, chopped  
1 yellow bell pepper, seeded and chopped  
1 green bell pepper, seeded and chopped  
100g frozen peas  
500ml vegetable stock  
1 tbsp paprika  
1 tsp turmeric  
Lemon wedges for decoration



Heat the oil in a large pan and sauté the onion and garlic for 3 minutes.

Add the rice, paprika and turmeric and continue to sauté for another minute.

Add the tomatoes, yellow and green pepper and stir for another minute.

Add the vegetable stock and bring to the boil then reduce the heat, cover and simmer for 12 minutes, checking regularly to see if more liquid is required to prevent sticking.

Stir in the frozen peas, Cheatin Chorizo Style Chunks and Vegideli Chicken Style Pieces. Cook for another 4 minutes again checking to see if more liquid is required to prevent sticking. Serve garnished with lemon wedges.



You can find **The Redwood Co** foods in your local independent health store, Holland & Barrett and selected branches of Waitrose, Morrisons, Asda and Tesco. If you are having problems finding your nearest stockist please phone 01536 400557



**theredwoodwholefoodcompany**

t:01536 400557 f:01536 408878 e:info@redwoodfoods.co.uk



www.redwoodfoods.co.uk